

Web Marketing Strategy Certificate

Certificate Number 90-104-5

Description:

The Web Marketing Strategy Certificate is designed for the person who uses the most current information technology to collect data, analyze data, and develop application recommendations for marketing and business decision making.

Certificate Completers Will be Able to:

- Understand the business models underlying electronic commerce.
- Effectively research business and consumer markets to create E-Business marketing strategies.
- Develop an E-Business marketing plan.
- Create and use relational databases.

Curriculum

CATALOG #	DESCRIPTION	CREDITS
10-104-116 <i>Offered in: Fall 2008</i>	E-Business Database Mktg... applications of database marketing are identified and evaluated. Create relational database structures, utilize databases to initiate marketing programs, create valuable output, and process and analyze extracted data.	3
10-104-112 <i>Offered in: Spring 2009</i>	E-Business Implement Plan... implementation plan for a new E-Commerce initiative or E-Commerce business. Included is analyzing the market need, product development, operational planning; including outsourcing, competitive analysis, financial need forecasting, and risk assessment.	3
10-182-130 <i>Offered in: Spring 2009</i>	E-Business Logistics/Fulfill... e-commerce, business-to-business e-commerce, consumer e-commerce, e-commerce distribution, e-procurement, e-commerce connection, legal and ethical issues, and e-commerce logistics applications.	3
OR		
10-196-188 <i>Offered in: Spring 2009</i>	Project Management... the role of project management, developing a project proposal, use of relevant software, working with project teams, sequencing tasks, charting progress, dealing with variations, budgets and resources, implementation, and assessment.	3
10-104-115 <i>Offered in: Spring 2009</i>	E-Business Online Strategies... use of essential electronic information sources (library catalogs, business databases, government resources, CD-ROM, commercial databases, World Wide Web) useful to marketing and business decision-making.	3
10-104-118 <i>Offered in: Fall 2008</i>	E-Business Principles... how the Internet and the Web dramatically impact consumers and organizations carry out the marketing function.	3
10-104-119 <i>Offered in: Fall 2008</i>	E-Business Web Marketing... traditional and electronic direct marketing strategies; methods include search engine management, direct marketing planning, database marketing, catalogs, telemarketing services, print, radio, television and direct mailing. (Prerequisite: 10-104-110, Marketing Principles)	3

Certificate Total **18**

For more information, please contact: The Business and Information Technology Division, (920) 498-5435, or (800) 422-NWTC, ext. 5435, or contact Donna Meves, Flexible Learning Manager, (920) 498-6872 or (920) 498-5431, donna.meves@nwtc.edu.